

AMENDMENTS TO THE CLAIMS

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1) A system for making advertisements available to web sites on the Internet which includes:

a web server which stores advertisements,
means for supplying selection criteria for view-ops which have particular characteristics, and
bid selection logic which makes calculations as each view-op is presented to determine if an
advertisement should be supplied in response to a particular view-op, said calculations being a
function of results achieved by each display of the particular advertisement on the same site
previously.

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2) An Internet advertising system which includes

bid selection logic that schedules advertisements on the sites that meet bid specifications based
upon results achieved by displaying the same advertisements on the same sites previously.

3) The system recited in claim 2 wherein said bid selection logic makes a calculation of said
schedule when each view-op appears after an initialization period.

4) The method of supplying advertisements to web sites on the World Wide Web which includes
the steps of comparing the properties of each view-op to the characteristics set out in a selection
criteria for advertising, and which schedules advertisements on web sites based upon the results
achieved by previous advertisements places on each of the web sites where the advertisement
was previously displayed.

5) An Internet advertising system that includes:

a web server system which stores advertisements and data bases, bidding agents which submit bids to display advertisements in view-ops which have certain specifications, and bid selection logic which decides which bid to accept for each particular view-op: said bid selection logic including evaluation logic operable when a view-op occurs which meets the specifications in a bid, for evaluating the comparative effectiveness of the particular advertisements on each of the sites on which the advertisement was previously displayed and wherein the frequency of the advertisement is increased on sites that have proved effective and decreased on site that have a lower effectiveness.

6) The method recited in claim 4 wherein where the properties of a view-op are compared to the characteristics set out in a plurality of bids for advertising, and the advertisement is displayed in response to the highest bid in accordance with a schedule.

7) The method recited in claim 6 wherein said results achieved are calculated based upon what would have happened if the advertisement here displayed on each appropriate view-op rather than in accordance with said schedule.

8) The method recited in claim 4 which includes an initialization period wherein said advertisement is not selected based upon the results previously achieved.

9) The method recited in claim 8 wherein after said initialization period, said results are calculated each time a view-op occurs.

10) The system recited in claim 5 wherein said evaluation logic is only operative after an evaluation period.

11) The system in claim 5 wherein said evaluation logic takes into consideration the action taken by a viewer in response to viewing an advertisement.

12) The system recited in claim 1 wherein the selection criteria is a monetary bid.

13) The system recited in claim 4 wherein said selection criteria is a monetary bid.

14) Methods for providing a schedule for displaying an advertisement a desired number of times over a period of time on a plurality of websites, comprising,

computing scaling factors representative of the advertisement's effectiveness on the websites, and,

deriving the schedule as a function of an expected number of times the websites present a viewing opportunity over the period of time, and the scaling factors.

15) Methods according to claim 14, wherein computing scaling factors comprises determining a number of click-throughs for the advertisement at a viewing opportunity on the websites.

16) Methods according to claim 14, wherein computing scaling factors comprises establishing an initialization period with an associated initialization advertisement display schedule.

17) Methods according to claim 14, wherein deriving the schedule comprises computing a probability of display for a viewing opportunity on the respective websites.

b) 18) Methods according to claim 14, comprising updating the schedule upon each viewing opportunity.

19) Methods for selecting an advertisement for display in response to a viewing opportunity on a website, comprising,

providing advertisement bids having an advertisement, an advertisement campaign, and an advertisement selection criteria,

comparing characteristics of the viewing opportunity to the advertisement bid selection criteria to identify at least one matching advertisement bid,

selecting a highest matching advertisement bid,

for the highest matching advertisement bid, computing a display schedule as a function of the associated advertisement campaign and a scaling factor representing the associated advertisement's effectiveness at viewing opportunities on a plurality of websites,

determining from the display schedule whether the highest matching advertisement bid's advertisement should be displayed, and,

displaying the advertisement, or otherwise eliminating the highest matching advertisement bid from the identified matching advertisement bids, and returning to selecting a highest matching advertisement bid.

20) Methods according to claim 19, wherein comparing characteristics of the viewing opportunity comprises comparing demographic profile information about a user accessing the website.

21) Methods according to claim 19, wherein comparing characteristics of the viewing opportunity comprises comparing information from the website.

22) Methods according to claim 19, wherein computing the display schedule comprises measuring the advertisement's effectiveness by the number of respective click-throughs for the advertisement on the plurality of websites.

23) Methods according to claim 22, further comprising generating effectiveness statistics during a specified initialization period.

24) Computer program products disposed on a computer readable medium for providing a schedule for displaying an advertisement a desired number of times over a period of time on a plurality of websites, the computer program products comprising instructions for causing a processor to,

compute scaling factors representative of the advertisement's effectiveness on the websites, and,

derive the schedule as a function of an expected number of times the websites present a viewing opportunity over the period of time, and the scaling factors.

25) Computer program products according to claim 24, wherein the instructions to compute scaling factors comprise instructions to determine a number of click-throughs for the advertisement at a viewing opportunity on the websites.

p1 26) Computer program products according to claim 24, wherein the instructions to compute scaling factors comprise instructions to establish an initialization period with an associated initialization advertisement display schedule.

27) Computer program products according to claim 24, wherein the instructions to derive the schedule comprise instructions to compute a probability of display for a viewing opportunity on the respective websites.

28) Computer program products according to claim 24, further comprising instructions to update the schedule upon each viewing opportunity.

29. (New) A method for determining an advertisement to provide for fulfilling an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page in response to a request for the web page by a browser, the method comprising:

accepting a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal specifies: a particular advertisement; criteria for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;

receiving a request to provide the advertisement to fulfill the advertising opportunity;

determining matching proposals having criteria that are satisfied by characteristics of the advertising opportunity; and

determining one of the particular advertisements to provide for fulfilling the advertising opportunity, wherein the one of the particular advertisements corresponds to one of the matching proposals having a highest amount.